

# Marketable Skills Implementation Guidelines



Texas Higher Education Coordinating Board

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### MARKETABLE SKILLS

**Goal: By 2030, all graduates from Texas public institutions of higher education will have completed programs with identified marketable skills.**

Targets to Reach the Goal	2020	2025	2030
By 2020, institutions will have created and implemented a process to identify and regularly update marketable skills for each of their programs, in collaboration with business and other stakeholders.	100% Implemented	Continuously Updated	
Maintain the percentage of students who are found working or enrolled within one year after earning a degree or certificate.	80%	80%	80%



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**MARKETABLE SKILLS**  
**Questions from the Field**

- What is a marketable skill?
- Is this goal trying to turn higher education into workforce training?
- What is required from institutions?
- How can we get started?
- Are marketable skills the same as student learning outcomes?



**MARKETABLE SKILLS**  
**Section Headers from the Implementation Guidelines**

**The Big Picture**

**Marketable Skills Defined**

**Higher Calling → Graduate Success**

**What is Required?**

**Tracking the Marketable Skills Goal**

**Getting Started**

**Marketable Skills ≠ Learning Outcomes, But SLOs are Great Place to Start**

**Your Role**

**Our Role**

**Frequently Asked Questions**



**MARKETABLE SKILLS**  
Section Headers from the Implementation Guidelines

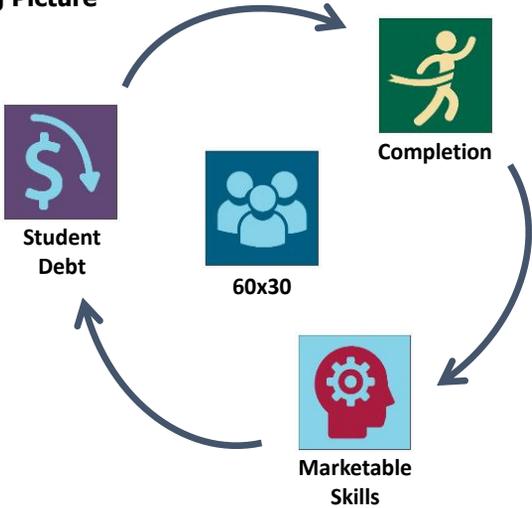
<b>The Big Picture</b>	<b>Getting Started</b>
Marketable Skills Defined	Marketable Skills ≠ Learning
High Calling → Graduate	Outcomes, but Skills are Great
Success	Once to Start
What is Required	Our Role
Tracking the Marketable Skills	Frequently Asked Questions
Goal	



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**MARKETABLE SKILLS**  
The Big Picture



The goals of 60x30TX are interdependent



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**MARKETABLE SKILLS**  
**Getting Started**

**Work with Career Services**

**Use Available Resources:**

- Survey(s)
- O\*NET Online
- Launch My Career TX ★
- Pipeline Partners
- Degree Qualifications Profile (DQP)
- Liberal Education and America's Promise (LEAP)
- NACE\* Competencies



\*National Association of Colleges and Employers

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**MARKETABLE SKILLS**  
**Stakeholder Roles**

- Coordinating Board
- Career Services
- Campus Leadership
- Employers
- Faculty
- Students



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  - 60x30TX Goal
  - Completion Goal
  - Marketable Skills
  - Student Debt Goal